

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of April 3, 2008 the Applicant respectfully submits the accompanying petition for revival and Amendment of the claims, and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the coded data includes a plurality of tags each encoding data on an identity of the printed form and the location of that tag on the printed form, and that the method includes identifying a digital description associated with the printed form from the form identity represented in the received interaction data and capturing competition entry by determining locations in the digital description associated with the locations of the interacted tags represented in the received interaction data, and assigning a competition alias identifier to the captured competition entry. Support for this amendment can be found, for example, at page 14, line 36- page 15, line 11 and page 23, line 4-page 26, line 20 of the present specification;

claims 2-11 and 35-44 are unchanged; and

claims 12-34 are cancelled.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

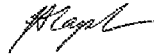
Regarding 35 USC 102(b) and 103(a) Rejections

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 2-11 and 35-44 dependent therefrom, is not disclosed or suggested by Seidman (US 5,080,364) either taken alone or in view of Hudetz (US 5,978,773), because neither of these cited references disclose or suggest capturing competition entry by determining interaction with coded tags on a printed form in association with a digital description of the form, as is required by the claimed invention. In particular, Seidman merely discloses comparing machine readable codes on tokens with a winning common code (see abstract).

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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